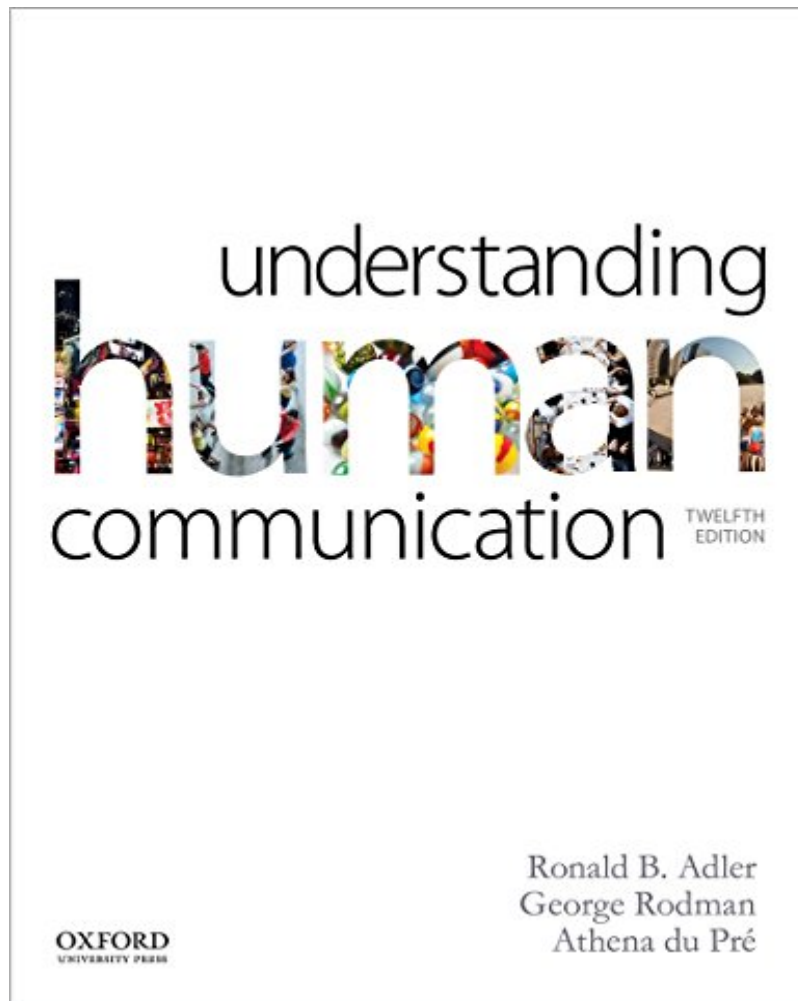

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Product Description

Updated and expanded coverage of: --Culture and communication, in a full chapter (Chapter 3) and new "Understanding Diversity" boxes --Gender and communication, including gender roles and sexual orientation (Chapter 4) --The effects of technology and social media on communication, throughout the text and in new "Understanding Communication Technology" boxes --Communication strategies for career success in an expanded career appendix and new "@Work" boxes --Tips on effective speaking, with new annotated sample speeches (Chapters 11 through 14) New design and features: --Chapter-opening profiles highlighting real-world communication challenges --Self-assessments for evaluating and improving communication skills --Checklists in the public speaking chapters, summarizing tips at a glance --"On Your Feet" prompts for public speaking practice --Contemporary examples and videos, including a YouTube channel of clips from films, TV shows, ads, and Internet videos that bring communication concepts to life A revised and updated support package: --The Dashboard platform delivers high-quality resources for instructors and students in an intuitive, web-based learning environment and is compatible with mobile devices --YouTube channel brings

communication concepts to life through TV and film clips --Instructor's Manual and Test Bank on CD or in print --PowerPointc-based and Prezi slides include quizzes, video links, discussion prompts, class activities, and more --Companion Website at www.oup.com/us/adler offers free resources for instructors and students --Now Playing: Learning Communication Through Film --Student Success Manual --Bonus chapters available on Mass Communication and on Communication and Service Learning --Cartridges for course management systems are available as an alternative to Dashboard
